

# Media Arts

---

## Curriculum

### **Diploma Degree Programme**

Duration: 8 Semesters

Majors:

### **Transmedia Art**

Programme Number: 566

### **Digital Arts**

Programme Number: 567

*This is the English translation of the original German version. Only the latter is legally binding.*

Version: Winter Semester 2019/20

Approved by the Senate of the University of Applied Arts Vienna on

17 May 2019.

---

## Contents

Curriculum Structure	2
1. General Conditions	2
2. Study Regulations	3
3. Exam Regulations	5
4. Final Provisions and Transitory Regulations	7
Appendix I: Qualification Profile	8
Appendix II: Description of Compulsory and Elective Subjects	10

## Curriculum Structure

The curriculum of the diploma degree programme of Media Arts at the University of Applied Arts Vienna is structured in four parts.

The first part covers the „General Conditions” (§§ 1 to 3).

The second part („Study Regulations”) defines „Study Segments, ECTS Allocation, and Majors” (§§ 4 to 6), the „Compulsory Subjects” (§§ 7 to 9), the „Courses” (§§ 10 to 13) and the „ECTS Credits” (§ 14).

The third part („Exam Regulations”) defines „General Conditions” (§ 15), „Examinations of Compulsory Subjects and Free Electives” (§§ 16 to 17), the „Entrance Examination” (§§ 18 to 19) and the „Diploma Examination and Diploma Thesis” (§§ 20 to 22).

The fourth part contains the „Final Provisions” (§§ 23 to 28).

Appendix I: Qualification Profile

Appendix II: Distribution and Description of Compulsory Subjects

### 1. General Conditions

#### Objectives and Basic Principles

§ 1. The objectives of the diploma degree programme of Media Arts at the University of Applied Arts Vienna are defined by the qualification profile (Appendix I).

#### Duration

§ 2. The diploma degree programme of Media Arts at the University of Applied Arts Vienna comprises 240 ECTS credits, which represents a minimum duration of studies of 8 semesters. Of these credits, 206 ECTS are allocated to compulsory subjects and 14 ECTS refer to elective subjects. 20 ECTS are allocated to the diploma thesis.

#### Study Segments

§ 3. (1) The diploma degree programme of Media Arts consists of two study segments. The first study segment comprises 60 ECTS credits (two semesters). The second study segment consists of 146 ECTS credits (six semesters).

(2) The study programme is arranged in two majors:

- the major of Transmedia Art
- the major of Digital Arts

## 2. Study Regulations

### Study Segments, ECTS Allocation, and Majors

#### First Study Segment

§ 4. (1) The first study segment consists of the following subjects:

First Study Segment	ECTS
<b>Central Artistic Subject</b>	<b>38</b>
select: Transmedia Art, Digital Arts	
<b>Artistic Methodology and Technology</b>	<b>14</b>
<b>Scientific Theoretical and Historical Basics</b>	<b>8</b>
<b>TOTAL</b>	<b>60</b>

(2) The central artistic subject is to be selected prior to the start of the first semester and applies to the first two semesters.

#### Second Study Segment

§ 6. The second study segment of the study programme Media Arts is divided into the following majors and consists of the following subjects:

##### Major of Transmedia Art

Second Study Segment	ECTS
<b>Central Artistic Subject</b>	<b>90</b>
Transmedia Art I and II	
<b>Media Forms of Design</b>	<b>8</b>
<b>Materiality and Media</b>	<b>14</b>
<b>Image and Text</b>	<b>4</b>
<b>Object, Installation, Environment</b>	<b>6</b>
<b>Science, Theory, History</b>	<b>24</b>
<b>TOTAL</b>	<b>146</b>

##### Major of Digital Arts

Second Study Segment	ECTS
<b>Central Artistic Subject</b>	<b>70</b>
Digital Arts I and II	
<b>Artistic Methodology and Technology of Digital Art</b>	<b>52</b>
<b>Science, Theory, History</b>	<b>24</b>
<b>TOTAL</b>	<b>146</b>

---

## Compulsory Subjects

### Allocation and Announcement

§ 7. (1) The allocation and description of the compulsory subjects of §§ 4 and 6 are listed in Appendix II.

(2) Compulsory subjects are subjects distinguishing the programme; they are considered vital and require examinations. In the study programme of Media Arts the artistic compulsory subject, which characterises the content of the studies depending on the selected major, is defined as the central artistic subject.

### Majors

§ 8. (1) The notice of the degree award (Mag.art.) has to list the major.

(2) Effective from the second study segment, students are to decide on either the major of Transmedia Art or the major of Digital Arts.

(3) During the first study segment students may already complete courses of the second study segment from the compulsory subject of „Science, Theory, History“.

## Courses

### Foreign Language Courses

§ 9. Courses may be held in a foreign language depending on the agreement of the vice-rector for teaching (cf. Statute § 6 para. 1).

### § 10. General Forms of Artistic and Scientific Teaching

Scheduled are those teaching formats that are listed in the December 2018 Statute, § 5 para. 4.

### Admission to Courses of the Central Artistic Subject

§ 11. (1) The central artistic subject consists of consecutive courses: Successful completion of the central artistic subject's previous course is prerequisite to the entitlement to register for the following course.

(2) The study programme of Media Arts requires attendance of the designated course from the appropriate central artistic subject during each semester. Pursuant to § 68 [2] Universities Act 2002, students are entitled to three semesters of non-attendance of this course during the total duration of study.

### Admission to Courses with a Restricted Number of Participants (seminars, exercises, project exercises, workshops)

§ 12. (1) Courses from the subjects of „Artistic Methodology and Technology“ (of the first study segment) plus the subjects of „Media Forms of Design“, „Materiality and Media“, „Image and Text“, „Object, Installation, Environment“, „Artistic Methodology and Technology of Digital Art“ (of the second study segment) are restricted to 15 participants each.

(2) Depending on the method stipulated by the head of the course, the registration for courses with a restricted number of participants is carried out either by registering online or by handing in an enrolment form. If necessary, evidence of certain previous technical knowledge acquired in appropriate courses (exercises, workshops) is to be provided in addition to the enrolment form.

(3) Admission to courses with a restricted number of participants depends on the chronological order of receipt of enrolment, and, if required, on prior completion of relevant courses (cf. § 13 para. 2). Students, who could not be admitted to courses with a restricted number of participants due to lack of space, will be given enrolment priority in the appropriate courses in the following semester.

### ECTS Credits

§ 13. (1) 60 ECTS credits are allocated to the annual workload of studies, and 30 ECTS credits to the study workload of a semester.

(2) 20 ECTS credits are allocated to the workload of an artistic or scientific diploma thesis.

---

(3) ECTS credits arising from the free electives of the artistic diploma degree programme of Media Arts are allocated to the second study segment.

### 3. Exam Regulations

#### Examinations of Compulsory and Elective Subjects

##### Central Artistic Subject

§ 14. (1) Examinations of the central artistic subject are classed as course examinations.

(2) Examination of the central artistic subject is a process of ongoing review (characterized as courses of immanent examination). Ongoing review means that the study achievement is to be reviewed throughout the whole semester. In addition to the independent work on an artistic project, the student's engagement, willingness to cooperate, and course attendance are assessment criteria.

(3) In the first study segment, the course of the central artistic subject takes place during two semesters and provides introductory insights into the study programme of Media Arts. The examination is used as evidence of basic knowledge acquired. Also, the idea is to establish for which major of the programme of Media Arts the student is best suited.

(4) In the second study segment, courses of the central artistic subject are carried out in the major of Transmedia Art during five semesters at 16 ECTS each and at 10 ECTS in the sixth semester; in the major of Digital Arts they are carried out during five semesters at 12 ECTS each and at 10 ECTS in the sixth semester. The examination is used as evidence of the student's work progress in the central artistic subject of the appropriate major of the Media Arts studies.

(5) Courses of the central artistic subject are held by teaching staff representing the central artistic subject, together with further teachers.

(6) Assessment of the positive completion of a course from the central artistic subject is carried out by the teaching staff representing the central artistic subject in question, in conjunction with the appropriate supervising tutors.

(7) Students are entitled to repeat up to three times any course examinations from the central artistic subject that resulted in a negative outcome. The first negative result requires a repetition of the whole course, the second and third repetition may each take place in a single examination carried out by an examination board (Statute § 9 para. 1).

(8) Comprehensive examinations by an examination board must be repeated in its entirety, if more than one subject had a negative result. In cases other than that, only the negatively assessed subject is to be repeated (Statute § 9 para. 2).

##### Compulsory and Elective Subjects

§ 15. (1) Examinations of compulsory and elective subjects taking place at the University of Applied Arts Vienna in the diploma degree programme of Media Arts are classed as course examinations.

(2) Course examinations as concluding examinations either refer to the content of the course or are to be carried out as an ongoing review of successful course participation (courses of immanent examination). These oral or written examinations are used as evidence of the candidates' knowledge and insights regarding the subject area, as well as evidence of their ability to independently and flawlessly handle specific task requirements.

(3) The teaching staff member heading the course is to announce the type of assessment at the beginning of the semester.

##### Entrance Examination

§ 16. (1) The entrance examination is used to determine the students' artistic aptitude in respect of the diploma degree programme of Media Arts and it is carried out by an examination board.

(2) The entrance examination takes place once per year at a specified date. The date is to be publicly announced one year beforehand.

- 
- (3) Registering for the entrance examination requires submission of media-specific work samples plus a CV.
- (4) The entrance examination is arranged in two parts:
- the first part comprises the assessment of the artistic work samples prepared by the candidates
  - the second part consists of an artistic paper in respect of creative tasks from the areas of transmedia art and digital arts.
- (5) The entrance examination has been completed successfully only if both parts have been assessed positively.
- (7) The entrance examination may be repeated an indefinite number of times.

### Knowledge of German Language

§ 17. Persons, who are not native speakers of German, are to provide evidence of their knowledge of the German language prior to registering for the third semester of the diploma degree programme.

## Diploma Examination and Diploma Thesis

### First Diploma Examination

§ 18. The first diploma examination has been passed when all course examinations of the compulsory and elective subjects of the first study segment have been finished with a positive assessment.

### Second Diploma Examination

§ 19. (1) The artistic diploma thesis is assessed within the framework of the concluding partial examination of the central artistic subject.

(2) In the diploma degree programme of Media Arts, the concluding partial examination of each of the central artistic subjects relevant to the majors of Transmedia Art and Digital Arts is to be held by an examination board.

(3) Prerequisite for registering for the concluding partial examination of the second diploma examination is evidence of the positive completion of all courses scheduled in the curriculum regarding all compulsory and elective subjects, as well as free electives, and all courses of the central artistic subject amounting to the ECTS credits required for each (cf. Appendix II), except for those courses that are to be completed in conjunction with the diploma thesis (cf. Statute § 7 para. 10).

(4) The supervising tutor of the artistic diploma thesis is to be a member of the examination board.

(5) The second diploma examination has been passed when all course examinations of the compulsory and elective subjects as well as the free electives, all amounting to the ECTS credits required, plus the concluding partial examination of the second diploma examination regarding the appropriate central artistic subject from the majors of Transmedia Art and Digital Arts have been completed with a positive assessment.

### Diploma Thesis

§ 20. (1) The topic of the artistic diploma thesis is to originate from the central artistic subject defined in the curriculum.

(2) Students are entitled to propose the topic of the diploma thesis, or select it from a number of recommendations provided by the supervising tutors.

(3) The topic of the diploma thesis is to be defined in such a way that it is feasible and reasonable to handle it within the course of one semester.

(4) Students are to inform the dean of studies in writing about the topic and the supervising tutor of their diploma thesis before they commence working on it.

(5) The diploma thesis is to consist of an artistic part forming the focal point and a written part that is to outline the artistic component (cf. § 83 [1] Universities Act).

## 4. Final Provisions and Transitory Regulations

### References

---

§ 21. If references do not have denoting additions, they refer to the regulations of this curriculum.

**Effective Date**

§ 22. This curriculum including its appendices is valid from 1 October 2003.

---

## Appendix I: Qualification Profile

### Preamble

The diploma degree programme of Media Arts at the University of Applied Arts Vienna is taught as an integrative field of artistic-researching, art and media theory-related, organizational, and societal aspects. It is geared to the development of independent artistic-experimental design abilities and research-based appropriation of technical knowledge and skills in order to open up new creative media qualities and opportunities, in interaction with a critical, scientific and theory-based examination of the societal impact of technology-triggered transformation processes for the perception and knowledge production.

In the second study segment, the diploma degree programme of Media Arts is split into two majors: „Transmedia Art“ and „Digital Arts“.

This arrangement allows covering diversity and differentiation between the poles of artistic-experimental examination of a technical, aesthetic, formal and content-related development of traditional media and machine-controlled communication, digital infographics, and staging of digital spaces. It thus guarantees a qualified and widespread artistic-scientific vocational education.

### 1. Achievement of Goals

The essential criteria to achieve these goals are a mixture of diverse teaching formats such as individual artistic tutoring, interdisciplinary project work, design practice within a team and in conjunction with technical and scientific experts, as well as team work with individual control of the own learning process regarding specific technical and theoretical abilities and skills in respect of an artistic realization.

**2. The major of Transmedia Art** serves as an artistic, artistic-researching, and practice oriented education and prevocational training focussing on space and time-based concepts and projects.

On finishing the diploma degree programme, graduates are able to:

- independently phrase artistic issues and concepts and to produce artistic work on an independent basis and in acritical frame of mind, perceive artistic work as a process of aesthetic research and artistic practice as an interdependent relation between product and process,
- critically engage with the wide range of artistic and content-related approaches such as space and location specific projects, stereograms, artistic interventions in architectural and public spaces, media installations, and moving picture and sound in the context of art and cinematics, artistic film, and video art.

They possess:

- knowledge regarding relations, reciprocal terms and interactions of body, light, space, and time,
- investigative methods of self-reference and transformation of media, materials, and methods, and the resulting web of relationships of time, media, perception, and reception,
- abilities and skills regarding implementation and development of artistic, art-theoretical and artistic-technological methods and techniques,
- orientation knowledge, comprehensive and specific knowledge of artistic practice and theory taking into consideration the cultural, political, social, and economic aspects and discourses.

**3. The major of Digital Arts** aims at the development of an artistic research methodology and the appropriate knowledge competences enabling graduates to take on the necessary societal functions of critical, innovative, and experimental research in an information society contingent on digital code.

On finishing the diploma degree programme, graduates are able to:

- artistically engage with the computer as a medium and its intrinsic specific qualities and opportunities for an artistic conception and realization of electronic spheres of action of artistic and dispersed art practice.

They possess:

- technical, theoretical, artistic methodological and scientific prerequisites for artistic experimental creations in the area of electronic media,
- the ability to independently work on artistic concepts, the skills for part work and interdisciplinary planning, realization, presentation, and distribution of digital objects,

- 
- the ability for joined-up, as well as interdisciplinary and transdisciplinary thinking,
  - historical and methodological knowledge in respect of the artistic engagement with technical media, particularly the machine-aided and machine-manipulated image and sound processing,
  - reflective ability and insight into the methodological, theoretic-scientific, and historical coherences and interactions of media technology, art, culture, science, economy and politics,
  - the ability to assess the social sustainability of new media technologies,
  - an appreciation of art as a specific form of information technology for opening up new media spheres of action and opportunities that usually are systematically disregarded by the applied sciences and engineering disciplines.

#### 4. Vocational Fields for the Graduates

Due to the technological progress in the information and knowledge-based society, the vocational fields are highly diverse and can usually be found at the interfaces of interdisciplinary artistic media-related production focussing on visuality, acoustics, multisensory environments of perception and interactive art in electronic media. The process of an emerging digital culture poses new aesthetic demands in the areas of artistic design and creates new areas of work.

The **major of Transmedia Art** qualifies graduates first and foremost for artistic and artistic-scientific work in the area of media and space art, while at the same time introducing a broad spectrum of work and vocational fields in which artistic and artistic-scientific conception and implementation of projects in the field of media and cultural activities are required as well as sought after.

The **major of Digital Arts** qualifies graduates mainly for artistic research, experimental design and draft skills in respect of the computer as a medium in the broadest sense.

The diploma degree programme of Media Arts imparts vocational basics for working as media artists and artistic-experimental designers in interdisciplinary research contexts and professional work areas. In addition, graduates are enabled to open up new vocational fields themselves.

---

## Appendix II: Description of Compulsory and Elective Subjects

### First Study Segment

Central Artistic Subject	ECTS
<i>individual artistic tutoring:</i>	
<b>Central Artistic Subject I</b>	<b>19</b>
select:	
„Transmedia Art“	
„Digital Arts“	
<b>Central Artistic Subject II</b>	<b>19</b>
select:	
„Transmedia Art“	
„Digital Arts“	
<b>TOTAL</b>	<b>38</b>
<hr/>	
<b>Artistic Methodology and Technology</b>	ECTS
<i>seminars, exercises, project exercises, workshops in accordance with the course schedule:</i>	
Basics of Technological Design I	<b>3</b>
Basics of Technological Design II	<b>3</b>
Art as System and Process I	<b>2</b>
Art as System and Process II	<b>2</b>
Strategies of Visualisation I	<b>2</b>
Strategies of Visualisation II	<b>2</b>
<b>TOTAL</b>	<b>14</b>
<hr/>	
<b>Scientific Theoretical and Historical Basics</b>	ECTS
<i>lectures, introductory seminar courses, seminars, exercises, project exercises, workshops, excursions in accordance with the course schedule:</i>	
Communication Theory	
Media Theory, Media History	<b>4</b>
Art History	
Cultural Studies	
Art and Knowledge Transfer	
<b>TOTAL</b>	<b>8</b>

---

**Second Study Segment – Major of Transmedia Art**

<b>Central Artistic Subject</b>	ECTS
<i>individual artistic tutoring:</i>	
Transmedia Art III	16
Transmedia Art IV	16
Transmedia Art V	16
Transmedia Art VI	16
Transmedia Art VII	16
Transmedia Art VIII	10
<b>TOTAL</b>	<b>90</b>
<hr/>	
<b>Media Forms of Design</b>	ECTS
<i>seminars, project exercises, exercises, workshops and excursions in accordance with the course schedule:</i>	
Graphics, 3D Design and Simulation I - II	
Video and Video-related Media / Time-based Postproduction I - II	
Sound, Tone and Acoustic Design I - II	
<b>TOTAL</b>	<b>8</b>
<hr/>	
<b>Materiality and Media</b>	ECTS
<i>seminars, project exercises, exercises, workshops and excursions in accordance with the course schedule:</i>	
The Architecture of Light I - II	
Digital Draft and Virtuality I-II	
Performance and Space i-II	
The Drawing I - II	
Innovative Methods of Artistic-Scientific Research I - II	
Digital Performance I - II	
Production Techniques for Installations – Project Work (Wood, Metal, Print and Repro Techniques, Photography, Video, Computer) I - II	
<b>TOTAL</b>	<b>14</b>
<hr/>	
<b>Image and Text</b>	ECTS
<i>seminars, project exercises, exercises, workshops and excursions in accordance with the course schedule:</i>	
Visuality and Language I - II	
Typography and Media I - II	
Text and Context I-II	
<b>TOTAL</b>	<b>4</b>
<hr/>	
<b>Object, Installation, Environment</b>	ECTS
<i>seminars, project exercises, exercises, workshops and excursions in accordance with the course schedule:</i>	
Space and Object I - II	
Public Space and Media I - II	
The Workshop as Material and Ideas Lab I - II	
<b>TOTAL</b>	<b>6</b>

---

<b>Science, Theory and History</b>	ECTS
<i>lectures, introductory seminar courses, seminars, exercises, project exercises, workshops, excursions in accordance with the course schedule:</i>	
Communication Theory	
Media Theory, Media History	<b>4</b>
Art and Knowledge Transfer	<b>2</b>
Copyright, Contract Law, Media Law	<b>2</b>
Theory of Architecture, History of Architecture	
Gender Studies	
Philosophy	<b>2</b>
Art History	<b>4</b>
Cultural Studies	
Computational Geometry	
Art Theory	<b>2</b>
Basics of Natural Sciences	
Human Interface Design	
Science Theories	
<b>TOTAL</b>	<b>24</b>

**Summary of ECTS Credits**


---

ECTS Credits:	ECTS
First Study Segment	<b>60</b>
Second Study Segment	<b>146</b>
Free Electives	<b>14</b>
Diploma Thesis	<b>20</b>
<b>TOTAL</b>	<b>240</b>

---

**Second Study Segment – Major of Digital Arts**

Central Artistic Subject	ECTS
<i>individual artistic tutoring:</i>	
Digital Arts III	12
Digital Arts IV	12
Digital Arts V	12
Digital Arts VI	12
Digital Arts VII	12
Digital Arts VIII	10
<b>TOTAL</b>	<b>70</b>

---

Artistic Methodology and Technology of Digital Art	ECTS
<i>seminars, project exercises, exercises, workshops and excursions in accordance with the course schedule:</i>	
Grammar and Architecture of New Media I - IV	4
Video-related Media I - V	4
Digital Sound & Voice I - V	4
Code & Representation I - V	4
Interactive Media I - V	4
Media Convergence and Hybridization I - IV	2
Mutations of Time-based Systems in Space I - IV	2
Interface Design I - II	
Algorithmic Designing I - II	2
Methods of Artistic Research	2
Collaborative and Dispersed Working	2
Project Organization and Management	1
New Media and Social Sustainability	
Presentation Technique	2
Production Techniques for Installations – Project Work (Wood, Metal, Printing Techniques, Photography)	
Excursions	
<b>TOTAL</b>	<b>52</b>

---

Science, Theory and History	ECTS
<i>seminars, exercises, project exercises, workshops, excursions in accordance with the course schedule:</i>	
Communication Theory	
Media Theory, Media History	4
Theories of Time-based Systems	1
Art and Knowledge Transfer	
Copyright, Contract Law, Media Law	2
Theory of Architecture, History of Architecture	
Gender Studies	2
Philosophy	
Art History	
Cultural Studies	
Art Theory	

---

Computational Geometry	
Science Theory	
Basics of Natural Sciences	
Human Interface Design	2
<b>TOTAL</b>	<b>24</b>

**Summary of ECTS Credits**

---

ECTS Credits:	ECTS
First Study Segment	60
Second Study Segment	146
Free Electives	14
Diploma Thesis	20
<b>TOTAL</b>	<b>240</b>